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ECONOMIC BENEFITS OF REVITALIZATION: THE CASE OF THE «PROMPRYLAD.RENOVATION» PROJECT

The article examines the economic, social, and environmental advantages of revitalizing industrial facilities, using the example of the "Promprylad.Renovation" project in Ivano-Frankivsk. It is demonstrated that, under contemporary conditions of globalization and post-industrial transformations, revitalization is not merely an architectural practice but also a comprehensive managerial strategy that combines the preservation of historical heritage with the development of new economic and cultural functions. It is noted that traditional approaches – conservation and restoration – do not meet current challenges, as they fail to ensure the integration of such facilities into the socio-economic environment. Particular attention is paid to the financial model of "Promprylad.Renovation" which is based on the concept of phased investment. This approach makes it possible to minimize risks, gradually scale the project, and reinvest profits from the early stages. The article demonstrates that the application of Lean Startup principles through the creation of a minimum viable product has become a key factor in attracting investors. An important element of the model is the integration of ESG principles, which involves allocating 30% of profits to cultural and environmental initiatives, thereby shaping a positive social image of the project. The study also emphasizes the environmental solutions implemented within the revitalization process, including the preservation of "embodied energy" through the use of existing structures, the implementation of air heat recovery systems, and the development of a circular economy in waste management. These measures contribute to reducing anthropogenic pressure on the environment, increasing energy efficiency, and fostering a culture of responsible consumption among residents. The social component of the project is manifested in the creation of new jobs and the development of educational and cultural spaces, which enhances the quality of life of the community. Thus, the revitalization of industrial facilities emerges as a multidimensional process that combines economic efficiency, environmental responsibility, and social inclusion. The case of "Promprylad.Renovation" demonstrates that abandoned industrial areas can become drivers of sustainable urban development, ensuring a harmonious combination of historical authenticity and contemporary needs. The obtained results have both theoretical and practical value for the development of a universal revitalization model that can be applied in Ukrainian cities in the context of post-war recovery and global urban transformations.

Keywords: revitalization of industrial facilities, project, sustainable urban development, economic benefits, urban management, phased investment, impact investment, environmental responsibility, "Promprylad.Renovation" project, urban transformations, circular economy.

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ЕКОНОМІЧНІ ПЛЮСИ РЕВІТАЛІЗАЦІЇ: ДОСВІД ПРОЄКТУ «ПРОМПРИЛАД. РЕНОВАЦІЯ»

У статті розглянуто економічні, соціальні та екологічні переваги ревіталізації промислових об'єктів на прикладі проекту «Промприлад.Реновація» в Івано-Франківську. Показано, що ревіталізація у сучасних умовах глобалізації та постіндустріальних трансформацій є не лише архітектурною практикою, а й комплексною управлінською стратегією, яка поєднує збереження історичної спадщини з формуванням нових економічних і культурних функцій. Відзначено, що традиційні підходи – консервація та реставрація – не відповідають сучасним викликам, оскільки не забезпечують інтеграції об'єктів у соціально-економічне середовище. Особливу увагу приділено фінансовій моделі «Промприлад. Реновація», яка базується на концепції поетапного інвестування. Такий підхід дозволяє мінімізувати ризики, поступово масштабувати проект та реінвестувати прибуток із ранніх етапів. У статті показано, що використання принципів Lean Startup через створення мінімально життєздатного продукту стало ключовим фактором залучення інвесторів. Важливим елементом моделі є інтеграція принципів ESG, що передбачає резервування 30% прибутку на культурні та екологічні ініціативи, формуючи позитивний соціальний імідж проекту. Дослідження також акцентує на екологічних рішеннях, впроваджених у межах ревіталізації: збереження «втленої енергії» через використання існуючих конструкцій, впровадження систем рекуперації повітря, розвиток економіки замкненого циклу у сфері відходів. Ці заходи сприяють зменшенню антропогенного навантаження на довкілля,

підвищенню енергоефективності та формуванню культури відповідального споживання серед резидентів. Соціальна складова проекту проявляється у створенні нових робочих місць, розвитку освітніх та культурних просторів, що підвищує якість життя громади. Таким чином, ревіталізація промислових об'єктів постає як багатовимірний процес, що поєднує економічну ефективність, екологічну відповідальність та соціальну інклюзію. Кейс «Промприлад. Реновація» доводить, що занедбані промислові території можуть стати драйверами сталого розвитку міст, забезпечуючи гармонійне поєднання історичної автентичності та сучасних потреб. Отримані результати мають як теоретичну, так і практичну цінність для розробки універсальної моделі ревіталізації, яка може бути застосована в українських містах у контексті післявоєнного відновлення та глобальних урбаністичних трансформацій.

Ключові слова: ревіталізація промислових об'єктів, проект, сталий розвиток міст, економічні переваги, урбаністичний менеджмент, поетапне інвестування, імпакт-інвестиції, екологічна відповідальність, проект «Промприлад.Реновація», урбаністичні трансформації, економіка замкненого циклу.

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GENERAL STATEMENT OF THE PROBLEM AND HOW IT RELATES TO IMPORTANT SCIENTIFIC OR PRACTICAL ISSUES

Under contemporary conditions of globalization and post-industrial transformations, urban spaces face a number of serious challenges. The degradation of industrial territories, the loss of historical memory, and the erosion of the cultural identity of communities lead to a decline in social cohesion and the economic attractiveness of cities. Traditional approaches – conservation or restoration – often fail to meet modern needs, as they focus solely on preserving the external appearance of an object without integrating it into the contemporary socio-economic environment. This creates the need to search for new managerial strategies capable of ensuring the comprehensive “revival” of abandoned industrial spaces.

This issue is particularly relevant in Ukraine, where a significant number of industrial facilities have remained functionally unused following economic and military upheavals. The absence of a systematic approach to their revitalization threatens further degradation of the urban environment and the loss of cultural heritage. At the same time, global experience demonstrates that revitalization can become a powerful tool for economic growth, social integration, and environmental sustainability. Thus, the task arises of developing an effective revitalization model that takes into account the economic, social, and cultural aspects of urban development.

The case of “Promprylad.Renovation” in Ivano-Frankivsk is an illustrative example of how an abandoned factory can be transformed into a modern innovation centre that combines business, culture, education, and civic initiatives. However, the study of this example reveals a number of problematic issues: how to ensure the financial viability of the project, how to integrate the principles of sustainable development and environmental responsibility, and how to preserve historical authenticity while simultaneously meeting the needs of modern residents. Addressing these issues requires a comprehensive analysis and generalization of experience, which will make it possible to develop a universal model of revitalization for Ukrainian cities.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The issue of revitalization of industrial territories is actively studied in both Ukrainian and international scholarly literature. I. Arutiunian and co-authors emphasize the advantages of reconstructing industrial buildings into residential and public spaces, particularly in the context of post-war urban recovery, highlighting the economic and social benefits of such an approach [1]. O. Sych considers revitalization as a component of urban development strategy, emphasizing its role in enhancing the competitiveness of urban environments [2]. K. Hurzhy analyses the European city as a cultural phenomenon, underscoring the importance of revitalization for preserving identity and social cohesion [3]. S. Ivanov-Kostetskyi proposes principles of architectural and functional rehabilitation of historical industrial structures that ensure their adaptation to contemporary needs [4]. V. Kovalskyi and co-authors define the principles of high-quality revitalization of public spaces, emphasizing the importance of integrating socio-cultural and technical aspects [5]. O. Kudenchuk examines the revitalization of industrial territories as a catalyst for urban transformation, using the example of Lviv, and highlights its role in shaping a new urban identity [6]. The practical experience of the “Promprylad.Renovation” project is presented in reports and business plans (2019-2024), which demonstrate a unique financial model of phased investment and the integration of ESG principles [7-10]. The study by Yu. Boichuk and co-authors shows how impact investment can act as a driver of revitalization in emerging markets [11]. Contemporary Ukrainian research also focuses on sustainable development and adaptive architecture as key tools for urban recovery [14-15].

The international context is represented by the works of Castillo Huamán, who analyses the urban strategies of “Stack” and “Palimpsest” [12], as well as J. L. York and J. E. Danes, who developed the Lean Startup methodology for testing hypotheses in the process of developing innovative projects [13]. Thus, the analysis of the literature demonstrates the multidimensional nature of the revitalization problem, encompassing economic, social, cultural, and environmental dimensions. The studies emphasize that successful cases, such as “Promprylad.Renovation,” combine

architectural authenticity with modern managerial and financial models, ensuring their viability and strategic value for urban development.

FORMULATING THE ARTICLE'S OBJECTIVES

In the course of the study, a comprehensive approach combining qualitative and quantitative methods of analysis was employed. First, the method of system analysis was applied, which made it possible to consider revitalization as a multidimensional process encompassing economic, social, cultural, and environmental aspects. This ensured the integration of different levels of data into a unified conceptual model. The second important tool was the comparative method, which allowed for the comparison of Ukrainian revitalization cases (in particular, "Promprylad.Renovation") with international examples such as Manufaktura in Łódź and the High Line in New York. This made it possible to identify common features and unique characteristics that shape the competitive advantages of each project.

The case study method was also applied, involving an in-depth analysis of a specific example – "Promprylad.Renovation". Within this method, the financial model of phased investment, environmental solutions, and the social integration of the community were examined. This made it possible to assess the practical effectiveness of revitalization as a managerial technology. An economic analysis was also conducted, including the assessment of reconstruction costs, sources of financing, and prospects for attracting investment. In addition, content analysis of scholarly publications and reports was used, which made it possible to generalize contemporary approaches to revitalization and to determine its place within the strategy of sustainable urban development.

Thus, the combination of system analysis, comparative method, case study, and economic analysis ensured the comprehensiveness of the research and made it possible to formulate conclusions that have both theoretical and practical value for the development of urban spaces.

The purpose of the study is to provide a comprehensive substantiation of the economic, social, and environmental benefits of revitalizing industrial facilities, using the example of the "Promprylad.Renovation" project.

THE MAIN MATERIAL STATEMENT

In the context of the modern globalized world, the concept of revitalization acquires a meaning far beyond that of a purely architectural term. It emerges as one of the most progressive and effective technologies in the field of urban management and economic development of cities. Revitalization becomes a strategic response to serious challenges associated with the degradation of urban spaces, the loss of historical memory, and the erosion of community identity, which pose a threat to the cultural and social existence of cities. Unlike traditional approaches such as conservation, which is limited to preserving the current state of an object, or restoration, which is aimed at recreating its original appearance, revitalization seeks to ensure a comprehensive "return to life." This process encompasses not only the physical renewal of cultural heritage but also its social, economic, and emotional reintegration.

In particular, the revitalization of industrial facilities plays an extremely important role in the contemporary development of cities and regions. I. Arutiunian and co-authors argue that the restoration and modernization of obsolete industrial structures make it possible not only to preserve historical heritage but also to efficiently utilize existing resources, thereby contributing to sustainable development [1]. Through revitalization, new jobs can be created, investments attracted, and economic growth stimulated in post-industrial areas. Moreover, revitalization contributes to improving the environmental situation. Instead of constructing new industrial complexes on greenfield sites, the renewal of existing facilities helps reduce anthropogenic pressure on the environment. The social dimension is also significant, as renewed facilities can be transformed into cultural, educational, or commercial spaces, thereby enhancing the quality of life of the local population.

Thus, the revitalization of industrial facilities represents a process that integrates economic, environmental, and social benefits. It is a strategy that ensures the harmonious development of territories while preserving their historical and cultural identity. Through this approach, the restoration of urban structures ceases to be merely a technical task and transforms into a process that generates new meanings, strengthens social ties, and supports the sustainable development of communities. Revitalization becomes not only an instrument of preservation but also of creation, enabling cities to adapt to contemporary challenges while maintaining the uniqueness and authenticity of their historical heritage. Examples of the revitalization of industrial facilities are presented in Table 1.

K. Hurzhy [3], S. Ivanov-Kostetskyi [4], V. Kovalskyi and co-authors [5], as well as O. Kudenchuk [6], emphasize the importance of the revitalization of industrial facilities as one of the leading trends in the contemporary development of urban and industrial spaces. They highlight that revitalization functions not only as a means of preserving historical heritage but also as an effective mechanism for stimulating economic growth and the social development of regions. In particular, researchers stress that restoring the functional use of obsolete industrial areas contributes to improving the environmental situation, enhancing the attractiveness of the urban environment, and creating new jobs. At the same time, they note that this process requires a comprehensive approach that takes into account technical, socio-cultural, and economic aspects, thereby ensuring sustainable development and the integration of revitalized facilities into the modern space.

Management plays a crucial role in this process. Revitalization as a managerial approach is based on system analysis and the integration of various aspects of a cultural facility. In particular, a cultural facility is considered as an

asset capable of generating new social, economic, and cultural values, which ensures its sustainable development and adaptation to contemporary conditions.

Table 1

Examples of the revitalization of industrial facilities

Location	Facility	Transformation	Significance / Result
Ivano-Frankivsk, Ukraine	“Promprylad.Renovation”	The factory was transformed into an innovation centre	Business, educational hubs, food courts, galleries, and sports under one roof
Kyiv, Ukraine	“Mystetskyi Arsenal”	A fortification structure became a cultural complex	Hosting the “Book Arsenal” and large-scale exhibitions
Kyiv, Ukraine	UNIT.City	The territory of a motorcycle plant became an innovation park	Offices of IT companies, coworking spaces, educational institutions
Kharkiv, Ukraine	Art Factory “Mekhanika”	A steam engine plant was transformed into a creative hub	Festivals, concerts, fairs, cultural events
Dnipro, Ukraine	Fabrica L and MOVA	An old factory and brewery became public spaces	World Architecture Design Awards 2025
Łódź, Poland	Manufaktura	A 19th-century textile complex became a cultural and commercial centre	Hotels, museums, entertainment, one of the largest in Europe
New York, USA	High Line	A railway line was transformed into a park promenade	A symbol of contemporary urbanism, a tourist attraction
Essen, Germany	Zollverein	A coal mine became a cultural park	UNESCO site, design museum, swimming pools, ice rink
London, United Kingdom	Tate Modern	The Bankside power station became a gallery	One of the most visited modern art galleries in the world

The approach developed in the study by J. L. York and J. E. Danes [13] is adapted to the research problem. The revitalization process begins with a comprehensive audit, which includes a technical assessment of the condition of the facility, an evaluation of its symbolic significance for the community, an analysis of the historical context, and the identification of potential functional niches within the urban economy. Such a comprehensive analysis ensures the formation of a clear strategy for the further use of the facility. The next stage involves the development of a strategic plan that includes the creation of a concept for spatial adaptation, taking into account both historical authenticity and contemporary societal needs. At this stage, the possibility of transforming the facility for new functions (art centres, coworking spaces, multimedia museums, social hubs) is considered, which contributes to preserving cultural identity while ensuring functional relevance. An important component is the coordination of interaction among all stakeholders – public authorities, investors, researchers, and local residents [2]. This approach promotes the consolidation of resources, the balancing of interests, and the formation of shared responsibility for project implementation, which is essential for the sustainable and harmonious development of the revitalization process.

It is important to study the experience of successful projects. In particular, the revitalization of industrial facilities, such as the former “Promprylad” plant in Ivano-Frankivsk [8], represents a vivid example of a comprehensive and high-quality approach to preserving cultural heritage while adapting historical spaces to modern functional needs. Such a process not only makes it possible to preserve the architectural identity of the facility but also facilitates its integration into the contemporary urban environment, creating new opportunities for the social and economic development of the region. The architectural bureau FORMA, which carried out the reconstruction of the plant, did not limit its work to simple repairs or cosmetic changes. Instead, it sought to preserve the “spirit of the factory,” manifested through maintaining the industrial scale of the building as well as the use of authentic materials and structural elements. This approach highlights the historical value of the facility while ensuring its functionality under new conditions.

It should be noted that, in addition to architectural and cultural aspects, it is extremely important to carefully analyse the economic component of such projects. A successful revitalization project must be not only aesthetically attractive and historically preserved but also economically viable. The analysis of the economic dimension includes the assessment of reconstruction costs, potential sources of financing, as well as the prospects for attracting investment and creating new jobs. Only through a balanced combination of architectural value and economic efficiency can sustainable development of the facility be achieved and its long-term functionality ensured.

The financial model of the “Promprylad.Renovation” project [7-8] is based on the concept of staged financing, which is widely used in the field of venture capital and startup management. This approach involves investing funds not in a single stage for the entire project but gradually, according to defined phases, each characterized by its own objectives, budget, and performance criteria. This method makes it possible to minimize financial risks, as investors can evaluate results at each stage and reinvest profits obtained at early stages for further development.

Within the framework of the staged financing methodology, it should be noted that the initial goal is the creation of a minimum viable product (MVP), which corresponds to the principles of the Lean Startup approach. This implies the launch of a pilot product or service on a limited scale in order to test key hypotheses, obtain user feedback, and confirm the viability of the business model. Only after the successful completion of this stage does project scaling occur, ensuring a more efficient and justified use of resources.

In addition, the financing model of “Promprylad.Renovation” integrates ESG (Environmental, Social, Governance) principles, which imply social and environmental responsibility. In particular, 30% of profits is immediately allocated to the implementation of social and cultural initiatives, in line with contemporary standards of sustainable development. Such an approach contributes not only to economic efficiency but also shapes a positive social image of the project, increasing its attractiveness to investors oriented toward responsible investment.

The generalized financing model of “Promprylad.Renovation” follows a logical sequence of stages: initial capital expenditures (CAPEX), creation and launch of an MVP, asset acquisition, scaling, operational expenditures (OPEX), and reinvestment. Initial investments are formed through grants and angel investors, which makes it possible to develop a pilot floor as a minimum viable product. After confirming the MVP hypothesis, it begins to generate rental income, which serves as evidence of the project’s viability and a basis for attracting larger investments.

The next step involves asset acquisition through crowd investing, which allows for gaining control over the property complex and reducing risks. The scaling phase includes the reconstruction of buildings, the creation of office spaces with rapid payback, the implementation of social projects funded by grants, and the launch of a high-margin hotel business. Operational expenditures include management costs as well as the allocation of a fund amounting to 30% of profits to support cultural and environmental initiatives, ensuring sustainable development.

Reinvestment is carried out through rental income and credit resources, which ensures the financing of subsequent stages of project development and contributes to the growth of its capitalization. Thus, the financial model of “Promprylad” represents a unique combination of venture-based staged investment practices, Lean Startup methodology, and ESG principles, enabling effective risk management, rapid validation of business hypotheses, and the implementation of socially responsible initiatives. For clarity and specification of the stages, Table 2 is presented.

Table 2

Stages of budgeting and the financial model of «Promprylad.Renovation»

Stage	Budget / Sources	Objective	Result / Features
“Zero” stage (Pilot floor)	Approximately \$1.3 million. Sources: grants and initial private angel investors.	Reconstruction of one floor (3rd floor of Building B) to test the MVP hypothesis.	The floor began generating rental income, which became proof of the model’s viability and an incentive for attracting larger investors.
Asset acquisition (Property complex)	Over \$2.5 million. Mechanism: crowd investing with an entry threshold of \$1,000.	Acquisition of a controlling stake in the plant for large-scale revitalization.	Investors obtained shares in real estate, reducing risks and ensuring capital assets for further stages.
Serial scaling (Reconstruction of buildings)	Budget distributed across functional zones: offices and coworking spaces, children’s centre and school, hotels and apartments. Sources: grants, private investments.	Gradual commissioning of 38,000 m ² .	Offices demonstrate rapid payback; social projects are supported by grants; hotels and apartments ensure high margins in the future.
Operational budget (OPEX)	Management company: 10-15% of income. 30% fund: allocation for culture, ecology, and education.	Ensuring the functioning of the facility after launch and supporting social and cultural projects.	A sustainable management system has been created. 30% of net profit is allocated to non-commercial initiatives.

In the context of the sustainable development economy, it is important to consider in greater detail the environmental solutions implemented in the case of “Promprylad.Renovation”. This project represents a vivid example of the integration of sustainability principles into industrial and urban infrastructure [14-15]. The application of environmentally oriented approaches within “Promprylad.Renovation” contributes to minimizing negative environmental impact, preserving natural resources, and increasing energy efficiency. In particular, innovative technologies were implemented within the project to optimize the use of materials and reduce waste. An important aspect is also the involvement of the local community and experts in the development of solutions that take into account environmental, social, and economic factors. Thus, the case of “Promprylad.Renovation” demonstrates how environmental responsibility can become the foundation for the sustainable development of urban spaces, combining economic efficiency with environmental protection (Table 3).

It should be noted that 409 investors have been actively involved in the implementation of the project, having invested more than 5.2 million US dollars. It is important to emphasize that these financial indicators continue to grow, which demonstrates investors’ trust and interest in the further development of the project. “Promprylad.Renovation” not only contributes to the economic growth of Ivano-Frankivsk but also creates new jobs – currently numbering around 300. In addition, the project has become a kind of “home” for approximately 25 different businesses operating in various sectors. This makes it possible to form a dynamic and diverse business community, which contributes to the development of the local economy and improves the quality of the urban environment [9]. Thus, the revitalization of the “Promprylad” plant represents a significant contribution to the socio-economic development of Ivano-Frankivsk.

The “Promprylad.Renovation” project has clearly demonstrated the economic feasibility of renovating industrial facilities. Let us consider the main economic advantages of this approach in comparison with new construction, which will allow for a better understanding of its prospects and challenges.

Table 3

Environmental solutions of the «Promprylad.Renovation» case

Principle	Case argument	Result / Status
Preservation of “embodied energy”	Instead of dismantling the concrete framework of the plant, the team preserved the main structural elements. This made it possible to avoid the generation of thousands of tons of construction waste and significant CO ₂ emissions.	The use of the existing “skeleton” of the plant became a direct implementation of the Circular City model. This approach minimizes environmental losses and preserves resources.
Energy efficiency at an industrial scale	High ceilings and large workshop windows created challenges for climate control. At Promprylad, an air heat recovery system was implemented, which utilizes heat from equipment and people.	This solution allows energy to be reused rather than wasted. As a result, gas and electricity consumption for heating is reduced by 30-40%.
Revitalization of “brownfield” instead of “urban sprawl”	The plant is located close to the city centre, making it accessible to pedestrians. This allows the use of existing public transport networks instead of daily car commuting.	This approach reduces the environmental burden of transport on the city and contributes to the development of more sustainable and eco-friendly mobility.
Smart resource management	The project integrates monitoring systems that display real energy consumption for each office. This encourages a culture of responsible resource use among residents.	Inner courtyards and open terraces function as natural air filters. They also reduce the urban heat island effect during the summer period.
Circular economy in waste management	The site hosts initiatives for waste sorting and reducing plastic use in food courts. In addition, eco-startups that recycle plastic into design objects are supported.	This creates a closed cycle “waste – ecology – business”. Such an approach fosters the development of local innovation and environmental culture.

Comparing the cost of revitalization and new construction is typically a complex task, as the predictability of new projects contrasts with the uniqueness of restored buildings. Direct analysis often shows that the cost of revitalization per square meter may be higher than that of new construction; however, when long-term benefits are taken into account, renovation proves to be more advantageous. This is due to the unique characteristics of the facilities subject to restoration, as well as the possibility of launching individual parts of the complex more quickly.

Let us consider key economic indicators using the example of facilities with an area of approximately 10,000 m². First, capital expenditures in new construction are characterized by standardized and rapid design, new foundations and structural frameworks with guaranteed quality, as well as straightforward engineering infrastructure. Materials used are modern and standardized, ensuring an average price in the range of \$800-\$1,200 per square meter (Class A/B). In contrast, revitalization requires more complex design with detailed structural assessments, which increases costs by 20-30%. Preserved foundations and structural frameworks allow savings of up to 15-20% of the budget but require additional reinforcement. Engineering systems must be integrated into existing walls, which complicates the work and increases costs by 15-20%. Brick cleaning and window restoration are labour-intensive and costly processes. As a result, the total cost per square meter may range from \$900 to \$1,500, depending on the condition of the facility.

In terms of time factors, new construction requires a significant amount of time for obtaining permits and preparatory work; however, the construction phase itself is fast and predictable. Revitalization, on the other hand, makes it possible to begin operation of part of the facility much earlier, as demonstrated by the “Promprylad” project, allowing rental income to be generated while renovation of other buildings continues.

From the perspective of marketing advantages and return on investment, revitalization offers significant benefits. A unique value proposition, represented by loft spaces, is in high demand among the IT and creative sectors, allowing such premises to be leased 20-30% faster than standard offices. Tenants are willing to pay a premium for authenticity, which is reflected in higher rental rates – while rent in a conventional business centre is around \$15/m², in a high-quality loft it can reach \$18-20/m². The payback period for investments in new construction typically ranges from 8 to 10 years, whereas revitalization allows this period to be reduced to 6-9 years due to the rapid commissioning of parts of the facility and higher rental income.

It is also important to note the implicit economic benefits associated with the environmental advantages of renovation. In European countries and the United States, tax incentives are provided for revitalization projects, as demolishing old buildings and producing new materials are significantly more energy-intensive than restoring existing structures. Moreover, the preservation of the historical identity of buildings encourages local authorities to provide preferences related to land and engineering infrastructure, which are not typically applied to standard modern “glass box” developments.

Thus, greenfield construction is a simpler and more straightforward process from an engineering perspective; however, revitalization offers strategic investors the opportunity to create a unique product with high capitalization and more favourable long-term prospects. This approach corresponds to contemporary trends in sustainable development and the preservation of cultural heritage, making it particularly relevant in the context of modernizing urban spaces.

Based on the analysis of contemporary sources [10-12], the impact of the project’s results on the development of Ivano-Frankivsk can be identified.

The “Promprylad.Renovation” approach has become a decisive factor in transforming Ivano-Frankivsk from a peripheral transit point into an innovation hub of global significance. This project demonstrates how a local initiative

can substantially alter the geopolitical and economic weight of a city, shaping a new brand and attracting international attention. As a result of the project's implementation, Ivano-Frankivsk has elevated its status from a traditional provincial centre to a "laboratory of the future," attracting urbanists, investors, and representatives of the creative industries. Such development highlights the strong potential of local initiatives in modernizing the urban environment and forming a competitive city image.

An important component of this process has been the creation of modern infrastructure conducive to the development of the IT sector and the relocation of companies. The provision of comfortable conditions for business has contributed to Ivano-Frankivsk's leading position in rankings of the best cities for doing business in Ukraine. This, in turn, stimulates the growth of tax revenues and the attraction of highly qualified professionals, which are key factors of sustainable economic development. Thus, the project underscores the importance of innovative initiatives in shaping a favourable business and social climate.

The international dimension of Ivano-Frankivsk's development has been strengthened through the presentation of the "Promprylad.Renovation" project on global platforms, including the World Economic Forum in Davos. The support of international organization such as the European Union integrates the city into the European context of industrial revitalization, placing it alongside successful examples such as Łódź (Poland) and Essen (Germany). This strengthens Ivano-Frankivsk's position as a reliable partner for Western investment and fosters trust within the international community. Consequently, the city acquires significant strategic importance both regionally and globally.

A new form of tourism emerging around "Promprylad" reflects a shift in tourist priorities – from traditional cultural and historical tourism to urban tourism. Industrial pilgrimage associated with visiting revitalized industrial spaces stimulates the development of the hotel and restaurant sectors, oriented toward a young, active, and solvent audience. This indicates the diversification of the city's tourism potential and its ability to adapt to contemporary trends, thereby opening new opportunities for economic growth and social integration.

In addition to economic and tourism-related aspects, "Promprylad.Renovation" has strengthened the "soft power" of Ivano-Frankivsk by shaping a unique social brand of the city as a space of civic agreement and collective action. The revitalization of the plant, initiated by the local community without top-down directives, has created a narrative of a "special spirit" of the city, capable of effective self-governance and collaborative creation. This social dimension highlights the importance of applying social technologies in contemporary urban development, contributing to increased civic engagement and strengthened social cohesion.

Thus, the experience of "Promprylad.Renovation" illustrates how the transformation of an industrial facility can become a catalyst for the comprehensive development of a city, encompassing economic, social, and cultural spheres. Ivano-Frankivsk, having progressed from a "museum city" to a "driver city," demonstrates the effectiveness of innovative approaches in forming a competitive and recognizable urban brand on the international stage.

CONCLUSIONS

The revitalization of industrial facilities in contemporary conditions emerges not merely as an architectural practice but as a comprehensive strategy for urban development that integrates economic, social, and cultural dimensions. It enables the preservation of historical heritage while simultaneously integrating it into the modern economy, creating new jobs, attracting investment, and forming creative spaces. The example of "Promprylad.Renovation" demonstrates that even abandoned industrial areas can become drivers of urban development when they are perceived as assets with high capitalization potential. Importantly, revitalization is not limited to the physical renewal of buildings but also involves the revival of meanings and the formation of a new urban identity. Such an approach ensures a harmonious combination of the past and the present, which is essential for sustainable development. As a result, revitalized spaces become not only functional but also symbolic centres of urban life.

The financial model of "Promprylad.Renovation" confirms the effectiveness of staged investment, which makes it possible to minimize risks and ensure the gradual scaling of the project. The application of Lean Startup principles in the form of a pilot floor (MVP) has provided evidence of the model's viability and has served as a stimulus for attracting major investors. Crowd investing and asset acquisition have ensured control over the property complex, reducing risks and creating a foundation for further development. Scaling is achieved through a combination of commercial and social functions, allowing for the simultaneous attainment of economic efficiency and social significance. The operational model, which allocates 30% of profits to cultural and environmental projects, aligns with ESG investment principles, thereby increasing trust in and the attractiveness of the project. Thus, the financial strategy of "Promprylad" represents an example of innovative management that combines economic benefits with social responsibility.

The environmental component of revitalization is equally important, as it ensures the sustainable development of the urban environment. The preservation of "embodied energy" through the use of existing structures minimizes the generation of construction waste and CO₂ emissions. The implementation of air heat recovery systems reduces heating costs and increases energy efficiency on an industrial scale. The location of the facility in the city centre contributes to reducing transport pressure and supports the development of environmentally friendly mobility. The integration of resource monitoring systems fosters a culture of responsible consumption among residents, while

the creation of internal gardens and terraces reduces the urban heat island effect. The circular economy in waste management promotes the development of local innovation and environmental culture. Taken together, these solutions demonstrate that revitalization can serve as an effective instrument of sustainable development, combining economic benefits with environmental responsibility.

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